Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

BULK RATE
U.S. POSTAGE
PAID
PERMIT NO. 17
HEBRON OH

9990299999999999
Sample A. Samples
123 Any Street
Anytown, US 99999-9999

Last chance to remain eligible for preferred smoker values!

2061140307

2061140307

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PHILIP MORRIS
NEW YORK RICHMOND

9990299999999999
Sample A. Samples
123 Any Street
Anytown, US 99999-9999

Dear Smoker:

Recently, we sent you a letter to reconfirm your interest in receiving money-saving cigarette coupons and other special offers by mail for smokers 21 years of age or older. In the letter, we requested your signature in order to keep you eligible for all future savings and programs.

Since then, we have not received your reply.

So we want to make certain you understand that if you don't sign and return the enclosed survey, you won't receive any more special offers or savings. You will no longer receive valuable coupons like the one enclosed – unless you respond immediately.

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Because of your history with us as a preferred smoker, we are extending the deadline for you to return your signature. But please send it in soon. If we don't receive your reply by 9/19/97, we will remove your name from our mailing list, making you ineligible to receive future coupons and other preferred smoker values.

Sincerely,
Philip Morris U.S.A.

84269-D3
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VIRGINIA SLIMS BENSON & HEDGES MERIT BASIC
ALPINE PARLIAMENT MARLBORO CAMBRIDGE

Preferred Smoker Values

VIRGINIA SLIMS · MERIT · Basic

$3 OFF the carton of your choice.

Alpine · Marlboro · Cambridge

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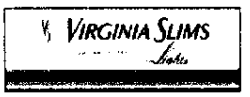

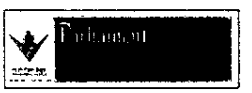

Virginia Slims: 8 mg "tar," 0.7 mg nicotine—Benson & Hedges: 15 mg "tar," 1.1 mg nicotine—Merit: 5 mg "tar," 0.4 mg nicotine—Basic: 16 mg "tar," 1.0 mg nicotine—Alpine: 15 mg "tar," 1.0 mg nicotine—Parliament: 8 mg "tar," 0.7 mg nicotine—Marlboro: 16 mg "tar," 1.1 mg nicotine—Cambridge: 16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

$3 OFF the carton of your choice.

Virginia Slims • Benson & Hedges • Merit • Basic • Alpine • Parliament • Marlboro • Cambridge

Consumer: Limit - one coupon per purchase. Not to be transferred, sold, or reproduced. No facsimiles accepted. Any other use constitutes fraud. **Limited to smokers 21 years of age or older.** Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200,1 Fawcett Drive, Del Rio, Texas 78840.

99999999999999999 MANUFACTURER'S COUPON | EXPIRES 10/15/97

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NO POSTAGE
NECESSARY IF
MAILED IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 330 LINCOLN NE

POSTAGE WILL BE PAID BY ADDRESSEE

PHILIP MORRIS USA
PO BOX 82652
LINCOLN NE 68501-9413

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